

**U.S. SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C.**

SECURITIES EXCHANGE ACT OF 1934  
Release No. 56712 / October 29, 2007

Administrative Proceeding File No. 3-12882

*In the Matter of American Venture Group, Inc., Avocet Ventures, Inc., Bull Run, Inc.,  
Calcomp Technology, Inc., and Essco USA, Inc.*

**SECURITIES AND EXCHANGE COMMISSION INSTITUTES  
ADMINISTRATIVE PROCEEDINGS AGAINST FIVE COMPANIES FOR  
FAILURE TO MAKE REQUIRED PERIODIC FILINGS**

The U.S. Securities and Exchange Commission today instituted public administrative proceedings against the following five companies to determine whether the registration of each class of their securities should be revoked or suspended for a period not exceeding twelve months for failure to file required periodic reports:

- American Venture Group, Inc.
- Avocet Ventures, Inc.
- Bull Run, Inc.
- Calcomp Technology, Inc.
- Essco USA, Inc.

In this Order, the Division of Enforcement (Division) alleges that the five issuers are delinquent in their required periodic filings with the Commission.

In these proceedings, instituted pursuant to Securities Exchange Act of 1934 (Exchange Act) Section 12(j), a hearing will be scheduled before an Administrative Law Judge. At the hearing, the judge will hear evidence from the Division and the respondents to determine whether the allegations of the Division contained in the Order, which the Division alleges constitute failures to comply with Exchange Act Section 13(a) and Rules 13a-1 and 13a-13 thereunder, are true. The judge in the proceeding will then determine whether the registrations pursuant to Exchange Act Section 12 of the securities of these respondents should be revoked or suspended for a period not exceeding twelve months. The Commission ordered that the Administrative Law Judge in these proceedings issue an initial decision not later than 120 days from the date of service of the order instituting proceedings.